

Announcing The Arrival Of SANTA CLAUS LADEN WITH CHRISTMAS GIFTS

A Thousand Apt Answers to "WHAT SHALL I GIVE?"

Careful thought and extensive plans have been given to the preparation of this store for Christmas shoppers. Every effort has been exerted to be helpful in every way, but the conspicuous advantages to the Gift Collector are these:

**Moderate Prices That Assure
the Best Values.**

**Clean New Merchandise Arranged for
Easy Choosing.**

**Attractive Displays—Wide
Assortments.**

We have made it easy for you to answer the perplexing question, "What shall I give?" in every case with something appropriate, something acceptable, something of lasting merit—and all of it at lowest prices, consistent with quality.

White Ivory Comb and Brush Sets\$1.00 to \$ 3.50
White Ivory Toilet Sets 3.00 to 10.00
White Ivory Hair Brushes75 to 3.00
White Ivory Cloth Brushes 1.00 to 2.50
White Ivory Hat Brushes 1.00 to 2.50
White Ivory Military Brushes75 to 3.50
White Ivory Mirrors75 to 5.00
White Ivory Trays35 to 2.00
White Ivory Powder Boxes50 to 2.50
White Ivory Hair Receivers50 to 2.50
White Ivory Nail Buffers25 to 2.00
White Ivory Dressing Combs35 to 1.00
White Ivory Perfume Bottles35 to 1.50
White Ivory Jewel Boxes75 to 1.50
White Ivory Button Hooks25 to .50
White Ivory Nail Files25 to .50

White Ivory Picture Frames\$.25 to \$ 1.50
White Ivory Baby Sets50 to 1.50
Fancy Toilet Sets 1.25 to 8.00
Hair Receivers, Glass Fancy Tops25 to 1.00
Powder Jars, Glass Fancy Tops25 to 1.00
Vaseline Jars, Glass Fancy Tops25 to 1.00
Jewel Boxes, Gold and Silver25 to 2.50
Pin Cushions25 to .75
Pin Trays25 to .75
Picture Frames35 to 1.50
Playing Cards and Cases50 to 1.50
Gents' Traveling Case 1.25 to 8.00
Gents' Collar Bags 1.00 to 2.00
Gents' Cigar and Cigarette Cases75 to 3.00
Manicuring Sets in Leather Cases50 to 4.00
Sewing Sets in Leather Cases75 to 4.00
Hat Brushes in Leather Cases 1.00 to 2.50

Military Brushes in Leather Cases\$2.00 to \$ 4.00
Leather Bags in all shapes and styles75 to 20.00
Velvet Bags 2.00 to 12.00
Beaded Bags 1.50 to 25.00
Mesh Bags75 to 6.00
Vanity Bags and Boxes 1.50 to 4.00
Fancy Sewing Baskets25 to 6.00
Fancy Flower Baskets50 to 2.50
Children's Sewing Boxes25 to 1.50
Fancy Sewing Baskets 1.50 to 5.00
Brass Smoking Sets50 to 7.50
Brass Dinner Gongs 1.50 to 3.00
Brass Desk Sets 3.00 to 9.00
Shaving Sets75 to 4.00
Shaving Mugs 2.50 to 5.00
Shaving Mirrors75 to 2.00

Furs Will Always Be an Ideal Gift

Because they are practical, necessary, stylish and will be worn continuously throughout the winter by the lady receiving them.

Burts' Glove Certificates Make Splendid Gifts

At this time of the year we sell hundreds of these Glove Certificates as Christmas Gifts. Oftentimes the customer doesn't know the size, style and shade desired by the recipient and by purchasing and sending a certificate it greatly facilitates matters. The holder of these certificates may present the certificate and receive the desired glove at any time.

Ribbons! Beautiful Ribbons

What a superb assortment of Ribbons meets your eye as you approach to this department! What exquisite colors are revealed; surely never were Ribbons so pretty as they are this year.

Christmas Offerings in Shimmering New Silks

A beautiful array of lustrous silken fabrics that go to make up the newer modes of the finer apparel.

Indeed, variety is so great that you could hardly think up one weave which may not be found here, priced a bit lower than it could be obtained elsewhere.

Ideal Gifts

Silk and Wool Comforts.
Silk and Down Comforts.
Fine Wool Blankets.

Sending Gloves Means Sure Pleasure

There are several lines of French kid gloves that are here now, but that may not be obtainable here or anywhere else in America later on. These will be among the most appreciated of glove gifts made this Christmas. In this week's display will be an exceptionally good collection of black and white gloves in embroidered backs in self, and black on white, and self and white on black.

Consider Silk Hose When Selecting Gifts for Her

An unexcelled assortment in colors and qualities make it easy to buy here.
A value worthy of your careful consideration is our extra heavy Fast Black Thread Silk Hose, unexcelled in appearance and wear. Specially priced at \$1.00.

In Our Very Busy Dress Goods Department

We are selling many dress patterns, special assortment in very remarkable values, precisely such beautiful designs and popular colors as you would ordinarily find priced much higher. Do not complete your list without seeing this display.

Silk Petticoats in a Greater Assemblage Than Ever Before

Indeed, we believe you will be as enthusiastic over the assemblage as we are when you realize how successful our endeavors have been to make this season's showing the largest in color, style and fabric.

Handkerchiefs Always Welcome Gifts

The demand for Burts' quality Handkerchiefs at the Christmas season is so great that it is necessary to enlarge our Handkerchief Department, and to sell Handkerchiefs in different parts of the main floor. We have a right to be proud of our stock this year; its beauty, its clean merchandise, its new designs, its attractive Christmas boxes, and that which is most essential, the little prices, asked.

When in doubt as to what to give for Christmas give handkerchiefs. They are always welcomed.

Handkerchiefs for men, women and children.
Novelty and Fancy Handkerchiefs in silk and all-linen.
Fancy embroidered and lace trimmed Handkerchiefs for women.

Burts' Is the Capital of Doll Land

Says Santa Claus: At the rear of the store is prettily decorated tables. This is the home of the dolls. There are hundreds of them living here and as fast as you take them away we replenish with more from the largest stock in the city. There are dolls of all kinds—merry faced—dolls greet the eyes at every turn. Baby dainty character dolls and the "nature babies" that are modeled from life. There are French jointed Dolls with long silky curls, drooping eye-lashes and cupid bow lips. Then there are hundreds of other dollies.

Children's Furs

Truly what would please the wee tots more than a set of furs, and they are so warm and comfortable, too. You'll find an attractive set here.

Women's Underwear

In this section you will also find a great reduction in prices considering the goods. Underwear for the women and children of the very best quality has been reduced at this time when it is needed most. The line includes everything in the way of underwear, union suits, pants, ankle length, heavy or medium weight, vests, high or low neck, with long or short sleeves—these in woollens, silk and cottons.

Linens

Our stock of linens is the product of the world's best looms. Every yard shows its quality to be the best. You'll find linen here now for any purpose you desire, and very specially priced.

A Very Satisfying Gift

Beaded hand bags, leather hand bags, mesh hand bags. Full assortment of Children's and holiday bags.

Silk scarfs, plain hemstitched and fringed in all the popular range of colors.
Shoes for street and evening wear.

Whether You Dance or Not You Will Need These Pretty Slippers

Slippers you must have, so you may as well have pretty ones—especially when such beautiful styles are marked at these special prices.

Ready for the Dance

From head to toe-tips there are fashionable requirements which go with dancing. The smartest and prettiest things you can wear are needed.
Dainty ornaments for the hair, fans, gloves, stockings, slippers. All are important after the Frocks and Wraps are selected.

The outittings that are new, distinctive and correct are all here in splendid assortments. And, the prices will really delight you as much as the beautiful accessories themselves.

Vanity Fair

Fitted Cases and Dainty Mesh Bags that make becoming Yuletide Gifts. Very fine ring mesh German Silver Bags, with dainty etchings.

Splendid Sweaters for Women and Girls

Women will find our Sweaters to be especially good looking as well as keeping them warm. We have them in many different styles and at very reasonable prices. Sweaters with V-neck or high turn-back collars—fancy weaves, shades are white, gray, red and navy. Manish Sweaters with V-neck or high roll collars—patch pockets, white pearl buttons. Give her a Sweater.

Of Course You Will Give Some Slippers

A pair of crocheted slippers for negligee or a pair of dainty, saucy little dancing slippers! The roomy restful house slippers for Mother and all the other styles—ready for the Christmas shopper.

A Dainty Little Treas- ure Box

Pretty Neckwear, What a Gift!

Something different, something dainty. The new "funnel" Collars and high neck effects so popular in New York, and wherever pretty things are appreciated.

Fancy collars, guimpes, collar and cuff sets, etc., etc. Some of exquisite silks and laces, others of dainty organdie or net. Dozens and dozens of them and all different.

A Great Surprise in These Low Prices for Quality Furs

It is hard enough to get good furs at any prices this season. Some kinds of skins cannot be obtained at all. Only by keeping in closest touch with the New York fur market were we able to take quick advantage of price opportunities. There were a hundred buyers, but we were among the first so we have the best fur bargains of the year for you.

'Twas the night before Christmas
And all through the house
Not a creature was stirring,
Not even a mouse.

And the children had hung up their stockings and gone to bed unshaken in their confidence that Santa Claus would not fail to see them.

BURTS'

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